

## Claims

1. A protective material with punched shaped parts, obtainable in a converting process for producing single-sidedly or double-sidedly adhesive punched shaped parts, there being placed atop the protective material a single-sidedly or double-sidedly adhesive tape from which punched shaped parts are punched out by means of punching tools, in particular by the kiss-cut process, wherein the protective material comprises a backing sheet in the form of a colored polymer backing possessing essentially a top and a bottom face, the coloring being obtained by means of colorants in the interior of the backing sheet which do not give rise to any abrasive action on the punching tools.
2. A protective material with punched shaped parts, obtainable in a converting process for producing single-sidedly or double-sidedly adhesive punched shaped parts, there being placed atop the protective material a single-sidedly or double-sidedly adhesive tape from which punched shaped parts are punched out by means of punching tools, in particular by the kiss-cut process, wherein the backing sheet in the protective material in this case is a polymer backing which has essentially a top and a bottom face, with a color layer applied to the top and/or the bottom face of the polymer backing.
3. The protective material as claimed in claim 2, wherein the color layer is applied over the full area of the backing sheet.
4. The protective material as claimed in at least one of the preceding claims, wherein the polymer backing is a backing of polyester, polystyrene, polyamide or polyimide.
5. The protective material as claimed in claim 4, wherein the polyester backing has a thickness of from 12 to 150  $\mu\text{m}$ , in particular from 25 to 75  $\mu\text{m}$ , very particularly from 36 to 50  $\mu\text{m}$ .
6. The protective material as claimed in at least one of the preceding claims, comprising an antiadhesive coating on the top and/or the bottom face of the polymer backing, where appropriate on the color layer applied to the polymer backing.

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7. The protective material as claimed in at least one of the preceding claims, wherein silicone-free or low-silicone layers or silicone, paraffin, Teflon and/or waxes are used as antiadhesive coating.
- 5 8. The protective material as claimed in at least one of claims 2 to 7, comprising a color layer on one side and an antiadhesive layer on the same side, the color layer being present in particular on the side of the protective material facing the adhesive tape.
- 10 9. The protective material as claimed in at least one of claims 2 to 8, wherein the color layer is applied to the polymer backing at from 0.5 to 20 g/m<sup>2</sup>, preferably from 4 to 8 g/m<sup>2</sup>, very preferably from 5 to 7 g/m<sup>2</sup>.
- 15 10. The protective material as claimed in at least one of claims 2 to 9, wherein dyed silicones are used as color layer.
- 20 11. The use of a polymer backing, particularly a polyester backing, as backing sheet in a protective material for a single-sidedly or double-sidedly adhesive tape, wherein the polymer backing essentially has a top and a bottom face and is provided with a full-area color layer on the top and/or on the bottom face.

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